

## Ep #68: State, Story, Strategy: The Triple Threat



### Full Episode Transcript

With Your Host

**Becca Pike**

## Ep #68: State, Story, Strategy: The Triple Threat

Hello friends. Let's talk today about strategy. This is episode number 68. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

All right, guys, I'm gonna get right into it. I want to talk to you guys about strategy. I get asked about strategy all the time. Like how do I grow my audience? How do I sell my offers? How do I build my email list? How do I build my business? How do I go from zero to six figures in my first, second, third year right?

Now, with my students, let me just give a little precursor here. I don't shy away from strategy. I give a lot of strategy to my students. But I want to talk about that. A lot of you guys know if you've been following me for long enough, you know how I feel about people asking how. How do I do this? How do I do that? How do I do this? Right?

Here's what I want to say about it. I'm going to continue talking about this I don't know every six episodes until I feel like it is just hammered into your soul, and you understand it from the depths of your being. Okay. Because when you really grasp this concept, you are going to stop asking how before you get yourself in the right place to ask how. Okay. So there is a place in which we ask strategy, but there is also a place in which we do not ask strategy.

Here's what I'm talking about. I'm just going to give you guys an example. Okay. So let's say that I have a student named Jamie. I don't have any students named Jamie. So this is a safe name to use. But let's say that I have a student named Jamie, and she's like "Becca, how do I make my webinars better? Okay, I've been doing webinars, and they're just not converting very well. I'm not getting as many people in the door as I want." For whatever

## Ep #68: State, Story, Strategy: The Triple Threat

this is, if you don't do webinars, you can replace this question with any other house question that you have. Okay.

So Jamie's wants to do better at her webinars. She's like how do I do better at my webinars? So this is a strategy question. I can answer this question directly, and it could not land. In fact, I could tell Jamie a thousand ways that she could better her webinars. You could go back and rewatch your old webinars. You could start noticing like where people are trailing off. You could ask for feedback. You could take a webinars course. You could go and learn from other people's webinars, just sit for a year, and watch other people's webinars and how they do and how well they convert. Right.

Like you could start branding your webinars better. You could try different ways of selling your webinars. You could sell them from a different voice, a different messaging. Like Jamie knows, different ways to grow her webinar. Okay. Like if I sat her down, I said you have to tell me a hundred different ways that you could possibly grow your webinar. No ideas are dumb. You just tell me what do you think? She could do it. I could do it with her.

Or I could look at her webinar, I could watch her webinar, and I could tell her exactly what went wrong. Okay. I could tell her exactly like hey right here in this selling portion of your webinar, this is exactly what you did wrong. This is exactly what you need to change.

Now, sometimes when I give people strategy advice, it lands, or it doesn't land. In fact, sometimes they want to fight me. Sometimes I have people that are like, "Hey Becca, tell me exactly how to grow my business." Then I tell them how, and they're like, "No, that's not it. I already tried that. That didn't work." Right? Or you tell them another how and they're like, "No, I haven't tried that, but I just know that it won't work because I know my audience."

Okay, and why does that happen? Here's why. Because if you want strategy, you have to first get into the right state and the right story before you can have strategy. If you're in the state of my webinar is crap, and I'm just done with this whole thing. I'm just done with learning. I'm just done with

## Ep #68: State, Story, Strategy: The Triple Threat

business. If you're in that mental state, how will my strategy land when you hear it? Right?

Versus if you're in the state of like okay, I'm willing to do anything. I'm willing to listen to anything. No answers are wrong. No strategy advice is bad. I'm going to try anything and everything that comes at me, and I'm going to do it to the best of my ability. Then you're in the right state. Okay. But most people don't come to coaching in the right state and the right story when they're asking for strategy. All right.

Now, let's talk about story. This is when people start arguing with their coach. It's when you're butting up against the story that they've been telling themselves. So they might be in the right state. They're like I am ready. I am ready to learn webinars. I am ready. I can't wait. Right? But then you say okay, this is what I want you to do. They're like, "No, my audience won't like that." Because they might be having a story about their audience. They might have a story about themselves. They might have a story about what's possible, right?

Like if someone were to come to me, and they say, "The amount of people I've ever had in my webinars was 33 people. That was the highest webinar I've ever had." I'm like here's a way to get 6,000 people into your webinar. They'd be like, "No, I've only ever had 33. That would never happen." Or here's a way to present it to your audience. They're like, "No, my audience doesn't like it that way. I've already done it this way."

So when someone has a story about themselves, about their audience, about their brand, about their company, that butts up against the strategy that I'm telling them, they will literally just decline the strategy that I'm trying to give them. Okay. Coaches know this all over the place. You might even know this in your little soul, right? Like in your heart, you're like oh, yeah. Like my husband tries to give me advice about this, and I tell him all the time, that that won't work because of my story.

Or my friend tells me that I should leave my abusive marriage. But I don't listen to her because the story that I'm telling myself is that my children

## Ep #68: State, Story, Strategy: The Triple Threat

need to have mom and dad both in a marriage together at home, right? Or what is the story? What are some stories that have happened in life where it's like I want to lose weight, but the story that I'm telling myself is that I have Italian genes in me. That I'm just more wired to eat food, right? I'm wired to eat food. Or I'm wired for alcoholism. Or my dad was this way so I'm this way.

What stories are we telling ourselves? People's stories are so deeply embedded in them that a coach just can't come along and like bust their story open through a strategy, right? Like it takes longer work and more effort for a coach to penetrate a story. It can't be done when giving strategy work.

So let's go back to Jamie. So Jamie wants to do better at webinars. I could say, "Hey, Jamie, here's the three things that I saw. You can go do those." Will she take that and run with it and spend the next year perfecting those three things? Maybe if her state and her story are in the right place. But this is why you hear me saying like stop asking the how. If you want to grow your business, stop asking the how until you get your state and your story right.

If you come at your business with I hope this works. I don't know. It feels like it could. I see other people doing it, but they're a lot different than me. Like if that's the energy that you're coming from or if that's the state that you're coming from then the strategy isn't going to land. Or if you're coming from a place of like needy energy, like that's a mental state, right? If you're coming from a place of like I need webinars to work because I need this money. I've been working so hard. I feel like I am owed this money, right? Like this better work this time, right?

Like if Jamie comes to me, and she's like I have done four webinars. None of them have met the goals that I've set for them. I need to learn webinars. I won't even coach strategy from that energy. I'm just like nope. We gotta get your mindset right. We got to get your energy right. We got to get you back to a healthy state before I ever give you strategy because you're not gonna hear it. It's gonna go in one ear and out the other. Right? Does this make sense?

## Ep #68: State, Story, Strategy: The Triple Threat

You know when I was building Massage Strong in the very beginning, the story that I was telling myself that was unwavering was I am going to change the way that Lexington sees massage therapy. I am going to put a blueprint on the city. I am going to be the one that says hey, massage isn't just a Mother's Day gift. It's not just a Valentine's Day gift. This isn't something that you do as a luxury once a year. This is health. This is mobility. This is being able to be out of pain.

Lexington doesn't see it this way right now. It's an absolute shame because we have one of the top massage schools in the nation right here in Lexington, Kentucky. For some reason, no one has stood up and said hey, massage therapy is healing. Massage therapy is healthy. Massage therapy is growth mindset. It is changing the way that your body's physiology is capable of carrying you through this life. Like I'm going to be the one that changes that script here in Lexington.

So imagine that story coupled with the state that I was in. The state that I was in can only be described as hungry, hellacious, and fierce. I could see the path that I wanted to be on. I could see what it would require. I could see the branding in my mind. Guys sidetrack. Branding, so important. Total, I know this is completely off the side. But like if you guys care about your service, put it in a good package. Put it in a package that is intentional. Put it in a package that you care about. Okay?

When people look at your offers when they look at your business, and it's not branded, it doesn't have a package that was intentional. It looks significantly less put together. Okay. So like when I was building Massage Strong, I was like it's black and white. The barbell is the logo. This is the logo. Everything that we have has Massage Strong on it. The inside of the building is with the colors, right? Black, white, cement, plants. That was it. It was across the board the same. The website looked the same.

When people think of Massage Strong, they can see it. If you ask anyone in Lexington right now, if they've been to Massage Strong, I guarantee that they know what it is. It's on their receipt. It's on their emails. It's on the social media. It is everywhere.

## Ep #68: State, Story, Strategy: The Triple Threat

What branding represents is an intentionality. It's a caring, right? Like if you don't care enough to give your offers or your services a package and present it in a way that says hey, I've put time and effort into this then ultimately what people believe is oh they haven't even put time and effort into it. Like they haven't cared enough to even package it properly. They might not be thinking that cognitively, but that's the way that it comes across.

Branding is one of the reasons Massage Strong has hit off so hard. Same with Hell Yes Coaching. Like The Hell Yes Entrepreneur, Hell Yes Coaching, Three More has its own branding. 30 More has its own branding. You might even be able to picture it. Can you picture the 30 More black and white with the gold circle around it? Right? Like this stuff matters. If you want to grow a business, you are going to brand it.

Okay, I got really sidetracked. What was I even talking about? Anyway, growing Massage Strong, I was hellacious and fierce about it. So I was in the right state. I definitely had the right story, which was I've got to change the way that Lexington Kentucky views massage therapy. Like I will be king here. Massage Strong will be king in Lexington, Kentucky when it comes to pain relief. On top of that, same with Hell Yes Coaching.

So when your state and your story are in the right headspace, the strategy will come. You will be able to accept strategy from your coach. But also you might find that you don't need to ask for strategy from your coach because you're willing to try everything, or it has become so clear to you. When you are like okay, I am hellaciously fierce, and it is my duty to bring the right message to Lexington, Kentucky then all of a sudden these strategies become super clear.

All of a sudden you're like oh I need to have a branding. I need to have a brochure. I need to show up at these events. I need to talk to people about this. This is the videos that I am going to give and create for free on my social media. Like all of this strategy comes into fruition and becomes very clear. You're more accepting of being able to accept the strategy from your coach or from other people.

## Ep #68: State, Story, Strategy: The Triple Threat

But when you're just like hey my webinars aren't working and super frustrating. I honestly don't even know why I'm doing webinars. I just know that everybody else is doing webinars. It seems like everyone is doing better than me. Why are my webinars not working? Can you give me some strategy? It doesn't land. All right.

So just to be clear, I'm not telling you you shouldn't ask how. But when you're coaching with me, I'm definitely going to be the person that like when you ask me how, I'm going to ask myself is this person even in a place to receive the how? Right? I want you to ask yourself the same thing.

Are you in a place to receive the how? Are you strategy starving? Are you out there looking for strategies so hard, so much, like with such Chihuahua energy. You're like anyone just tell me how do I do it? How do I do this? How do I do that? Stop. Take a breath, figure out what story you're telling yourself, your purpose, your why. Why are you building this? What are the stories that are the foundation of what's happening with you right now?

Then ask yourself what state am I in? Am I fierce, or am I like complacent? Am I needy, or am I detached? Like the difference between needy and detached guys, I want you to consider this. Like are you thinking I want to grow my business. I want to grow my business. I want to grow my business. Like I need to get a hit of dopamine today.

This is the way I picture it. It's like I want a hit of dopamine right now. I want someone to like pay me something so that my Stripe account looks really pretty for today, and then I'm going to feel better about myself. Then tomorrow, I'm going to wake up and do it all over again. I'm just exhausted. I'm on this hamster wheel for the rest of my life.

Because every now and then I'm going to need a dopamine hit, and I'm going to need it to look really good. Then once that dopamine hit comes in, and it's beautiful and amazing, and I'm getting paid more for a contract than I've ever been paid before. But now I need it again, and I need it bigger. I need a bigger I'm like happy for a couple days, but then I just need it again. I'm starving again. Right?

## Ep #68: State, Story, Strategy: The Triple Threat

Like if you are in that at all, you have got to get out of that. You have to do the inner work to get out of that. I want to see you guys thinking bigger for yourself, bigger for your brand, right? It's not about the little dopamine hits. It's not about the like getting paid every day or whatever.

It is like what is your purpose here? What is your purpose on this earth? What are you here to do? What is so much bigger than you? What is so much bigger than your wallet? What do you want to leave as a footprint on this earth? Right? Like who are you helping? How are you helping them? How is that going to help them through their family generations? When you start thinking bigger and broader and not just about you, people will start flocking to you. People will come to you. Okay.

So I know that this episode was a bit of a rant and kind of all over the place. I hope that you took some awesome nuggets from it because I really am laying down some gold if you can find this in yourself. All right. So get yourself in the right state, get yourself in the right story. Then go out and look for your strategy, or the strategy will come directly to you. Right?

Get yourself a brand. Take care of your company. Take care of your business, right? Package it. Make it look good. Make it look intentional, right? Take care of yourself. Okay. If you are listening to this in real time today, August 31<sup>st</sup>, is the last day to use the payment plan options to get into the next round of 30 More. I hope to see you inside. Have a great day guys.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As

## **Ep #68: State, Story, Strategy: The Triple Threat**

always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

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